

INTRODUCTION TO GRAPHIC SOFTWARE

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- I. COURSE TITLE:** ART 205 Introduction to Graphic Software
3 semester hours
- II. PREREQUISITES:** None
- III. TEXTBOOK** Kendra, Erika. (Eds.). (2005). *Essentials for Design*. Prentice Hall, Upper Saddle River, NJ
- IV. COURSE DESCRIPTION:** An introduction to graphics software with specific application on the Macintosh system. The focus will be on applied use of programs such as QuarkXPress, Adobe Photoshop, and Adobe Illustrator.
- V. RATIONALE:** This course is designed introduce the student to the Macintosh computer and related graphic software. Emphasis is placed on the system components of the computer and the inner workings of basic desktop publishing software. Basic layout and design principles are considered as a means of providing an introduction to computer applications directed toward use in various communication industries in our society.
- VI. LEARNING OBJECTIVES AND OUTCOMES:** The major goal of this class is to provide the student with the basic fundamentals of the Macintosh computer's operating system. Basic graphic software applications and their various functions related to business and industry will be created using available software. This knowledge will be applied to solve publication needs that the student might face in the future. This course will enable the student to:
- A. articulate the need for and benefits of graphic software in business and industry,
 - B. identify key concepts related to graphic design and professional document creation,
 - C. distinguish between developmental stages of graphic design documents and the finished camera ready document,
 - D. discuss in general the concepts of professional document creation,
 - E. demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic software,
 - F. analyze relationship between graphic design needs and available computer software and how it relates to the job market.
- VII. ACADEMIC INTEGRITY:** It is expected that a student attending Mississippi College will be scrupulously honest. Dishonesty, such as cheating or plagiarism, or furnishing false information, including forgery, alteration or misuse of University documents, records or identification, will be regarded as a serious offense subject to server penalty, including, but not limited to, loss of credit and possible dismissal.

VIII.

COURSE TOPICS: The major topics to be considered are:

A. The components of the Macintosh computer

1. The Hardware: The Monitor, CPU, Hard Drive, Mouse, Zip Drive, Peripherals
2. The Operating System: Macintosh OS, Desktop Environment
3. Mouse Operations

B. Working With Windows

1. Opening Windows
2. Activating Windows
3. Moving Windows, Closing Windows, Reshaping Windows, Icon Views

C. Desktop Menus

1. The Apple Menu, Desk Accessories, Chooser, Control Panel, Fine File, Keycaps, Calculator, Scrapbook
2. The File Menu: New Folder, Open, Print, Close, Get Info, Duplicate, Put Away, Page Setup, Eject
3. The Edit Menu: Undo, Cut, Copy, Paste, Clear, Select All, Show Clipboard
4. The View Menu: Small Icon, Icon, Name, Date, Size, Kind
5. The Special Menu: Clean Up Selection, Empty Trash, Erase Disk, Set Startup, Restart, Shut Down
6. The System Folder: The Operating System, The Finder, The Clipboard

D. Disk and File Management

1. Inserting/Ejecting Disk
2. Creating/Using Files
3. Launching Applications
4. Deleting Files
5. Shutting Down

E. Basic Document Creation and Development

1. Type Styles and Techniques
2. Biographical Sketch
3. Creating Tabs
4. Basic Typography

F. Creation of Business Documents

1. Business Letters
2. Letterhead Design
3. Resume

G. Pictures and Text

1. Legibility of Type
2. Text Runaround
3. Horizontal Layout
4. Newsletter Design and Development
5. Common Type Sizes

H. Specialized Documents

1. Ruled Form Layout
2. Menu Layout
3. Chart Development

I. Photo Manipulation and Drawing Software

1. Basic Photo Montage
2. Basic Computer Drawing Tools

IX. INSTRUCTIONAL METHODS AND ACTIVITIES: Methods and activities for instruction will include:

- A. Lecture/discussion/demonstration
- B. Practical Learning Activities
- D. Video Tapes
- E. Evaluation: Written Critiques

X. ASSIGNMENTS: The student will be responsible for the following:

- A. Reading Handouts, Textbook, and Reviewing Assignments
- B. Class Participation in Discussions
- C. Completing Assigned Documents

XI. EVALUATION: The following components constitute a letter grade for this course:

- A. **Lab Exercises and Document Creation** 60%
- B. **Two Unit Test including Final Examination** 30%
- C. **Additional Assignments, Quizzes, Class Participation** 10%

TOTAL = 100%

- D. **GRADING SCALE:** **A** = 95 - 100 **B** = 85 - 94
C = 75 - 84 **D** = 65 - 74

XII. LIST OF MATERIALS:

One Loose Leaf Notebook
One Transparent E-Guide

One Macintosh Formatted Jump Drive
One 12" Line Gauge

XIII. INSTRUCTIONAL MATERIALS AND BIBLIOGRAPHY

- A. Textbook Kendra, Erika. (Eds.). (2005). *Essentials for Design*. Prentice Hall, Upper Saddle River, NJ
- B. Video: *Discovering How Computers Work*, Educational Video Network, Inc., Huntsville, Texas
- C. Video: *How Computers Work*, Educational Video Network, Inc., Huntsville, Texas
- D. Video: *Your First Resume*, Educational Video Network, Inc., Huntsville, Texas
- E. Bibliography:

PERIODICALS:

Dynamic Graphics
Step by Step Graphics
MacWorld
MacAddict

Before & After
Desktop Publishing
MacUser

LIBRARY RESOURCES:

Beach, M. (1992). An illustrated guide to the working language of design and printing. *Graphically Speaking*.

Blatner, D., Gaskill, P., Taub, E. (1994). Industrial strength techniques. *QuarkXPress Tips and Tricks*.

Dodt, L. (1990). *Graphic Arts Production*.

Hanson, L. (1993). The complete reference guide to understanding the Macintosh.
Everything you wanted to know about the Mac.

Meggs, P. (1992). *A History of Graphic Design*.

XIV. CRITERIA FOR EVALUATION

- A. Assignments will be demonstrated or explained at the beginning of each class. Each assignment/exercise will be evaluated on his/her performance in class, directions being followed, proficiency in the operation of the software utilized, professional quality of work, neatness of work, cleanliness of work area and the ability to work independently.
- B. Once the evaluation is made and notes to the student are recorded on the assignment, the grade will be recorded in the grade book. A computer printout will be given to each student at the completion of each unit of work to advise the student of his/her progress in the course.